

DOT/EPA

It All Adds Up To Cleaner Air Initiative

Seasonal Theme Program Materials: Winter

EVENT/ACTIVITY SUGGESTIONS

Free or low-cost activities for community partners to consider implementing as part of their participation in the *It All Adds Up To Cleaner Air* winter program.

***It All Adds Up To Cleaner Air* Winter Event/Activity Suggestions**

Material Distribution

- Distribute the “Two Simple Steps for Winter” flyer at grocery stores and schools.
- Distribute the “Two Simple Steps for Winter” flyer at local shopping malls, because it’s the “shopping season.”
- Distribute the Trip Chain Checklist at grocery stores, schools, banks, dry cleaners, video stores and local malls.

Partnerships and Contests

- Partner with local grocery stores to get one of the winter themed print ads on their grocery bags for the season.
- Partner with local coffee shops to get the “Two Simple Steps for Winter” put on their coffee sleeves.
- Turn the “Trip Chain Checklist” into a “Trip Chain Passport” with spaces for stamps from local companies in the categories on the list. The passport could be distributed by local merchants and at events; then residents could get “date stamped” from the local companies when they combine errands. After five stamps on the same day, for example, residents could be entered to win a prize sponsored by a participating business.
- Organize a scavenger hunt at a local strip mall to encourage shoppers to park their cars and do multiple chores on foot. Shoppers could get the “Trip Chain Checklist” at the first store they visited and get “credit/stamped” at each stop they made. Any shopper with at least four “credits” that day could get a prize or be entered to win a prize.
- Partner with a local vendor to offer a discount or a gift to trip chainers who show receipts from at least 4 stores in a defined area (e.g., downtown, a neighborhood business district, or the person’s route between work and home) on the same day.
- Partner with a local mall to reward the person who makes the most stops (or purchases) at that mall in one trip. The contest could be a week long with contestants submitting the receipts for all of their purchases for one day. The person who stopped at the most locations in the mall on any one day that week could win a prize donated by one of the participating stores.

- Partner with local mail house companies (e.g., UPS stores, Parcel Plus, Mail Boxes, Etc.) to display the “Trip Chain Checklist.”

Additional Material/Link Ideas

- Develop a flash e-mail on the benefits of telecommuting (or adapt the *It All Adds Up To Cleaner Air* winter program version) for telecommuters to share with their supervisors and coworkers to encourage their employers to offer telecommuting or expand an existing program.
- Combine the “Make a Pollution Solution Resolution” print ad and the “Two Simple Steps” into a flyer to pass out at local grocery stores, banks, dry cleaners, video stores, local malls and schools, to encourage people to start the New Year with a resolution to trip chain and/or telecommute, because they now realize it will make a difference.